

Please refer to the **NASA Web Privacy Policy and Important Notices** link on this website for the site general privacy policy. This addendum policy is unique to this site as it relates to the collection, use and disclosure of children's personal information in compliance with The Children's Online Privacy Protection Act (COPPA).

This policy is effective as of September 29, 2010.

PRIVO's Privacy Assurance Program

NASA OPTIMUS PRIME spinoff award program is a participant in Privo's Privacy Assurance Program. As part of participating in the Privacy Assurance Program, NASA OPTIMUS PRIME spinoff award site adheres to strict information collection, use and disclosure requirements. Privo is an independent, third party organization committed to safeguarding children's personal information collected online, and to helping parents and their children exercise control over personal information while exploring the Internet. The seal posted on this page indicates that NASA OPTIMUS PRIME spinoff award site has established privacy practices and has agreed to submit to Privo's oversight and consumer dispute resolution process. If you have questions or concerns about our privacy practices, please contact us at (202)358-1767 or email us at bryan.d.mccall@nasa.gov. If you have further concerns after you have contacted NASA, you can contact Privo directly at privacy@privo.com.

Interaction with Children on the NASA OPTIMUS PRIME spinoff award site

This NASA OPTIMUS PRIME spinoff award site was created to support the NASA outreach initiative to educate students about NASA spinoffs and to recognize innovation through technology transfer and to promote innovative communication of spinoff stories to the public through video. Registration is open to students in the 3rd through 8th grade. Teachers can also create accounts to be used for video submission of the classroom. All students depicted in a video submission are required to have parental consent. Because these students are primarily under the COPPA protected age of 13 NASA has hired Privo, specialist in youth registration and parental consent management, to handle the collection, secure storage and availability of all registration data needed to enter and facilitate the award program and to process the necessary level of verifiable parental consent needed to not only comply with COPPA but to ensure that parents have agreed to the intended use of all video submissions related to the award program. NASA and Privo do not collect more information than is reasonably necessary to fulfill the initiatives being joined and to obtain verifiable parental consent.

When a child/student indicates that they want to register they are directed to a co-branded registration process hosted by Privo. Privo collects the child's first name, date of birth, gender, grade, screen name, password and password hint reminder and answer. The child can then print a form for the parent to process consent or they can send an email to the parent requesting their consent. The parent is provided all of the information needed to make informed consent allowing their child to register for the contest in addition to choosing to allow the child to maintain an account which will allow for future NASA communication and outreach to the child and parent. A parent is required to create a parent account that includes first and last name, home address, date of birth, gender, email, password and password hint and answer. A parent can provide additional data about the child including email, cell phone and address in order to facilitate certain communication efforts. A parent maintains complete control of the data collected and its intended and continued use. The parent and child account can be leveraged by the account holders to initiate registration and consent on other Privo enabled sites. This provides value to the parent in that they do not have to create a separate verifiable parent account for every site their child may join.